

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.946
C 7:62
10/3

CONSUMER TIME

WATCH YOUR WOOLENS

NETWORK: NBC

DATE: April 20, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM EST

(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

-oOo-

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. And here are Mrs. Freyman and Johnny.
5. JOHN: Today, Mrs. Freyman...our story is all about woolens...
6. FREYMAN: How to take care of your wool goods...now that summer's on the way...
7. JOHN: What the outlook is for more wool suits this year....
8. FREYMAN: And how to mend and make over your old wool things.
9. JOHN: Yes, we're going to be very enlightening today, Mrs. Freyman...
10. FREYMAN: So I think we should start our story...by a visit to the Jones family, of Maple Street!
11. JOHN: Oh...are we going to visit them? They always have such troubles, Mrs. Freyman...
12. FREYMAN: Don't they though, Johnny.... Don't they? (SLIGHT FADE)
13. ALICE: (CALLING...EXCITED) Now wait a minute, Albert...here are two more blankets!
14. ALBERT: (PROJECTING) Don't give me any more...I'd loaded down now!

...

27

50. 1955

... ..
... ..
... ..
... ..
... ..
... ..
... ..

15. ALICE: (CALLING) You forgot my fur coat, Albert.
16. ALBERT: (COMING BACK...RESIGNED) All right, honey...just pile 'em on top... Be careful now...
17. ALICE: (PROJECTING) Don't drop anything, Albert!
18. ALBERT: (MUTTERING TO HIMSELF) Spring. How I hate it. Spring cleaning ...so unnecessary. Hanging these old coats and baggy suits out on the clothes line. How's that going to kill any moths? I ask you. How's that going to....
19. ALICE: (CALLING FROM HOUSE) Albert?
20. ALBERT: (CALLS BACK) Yes, dear.
21. ALICE: Don't bunch them up on the line that way.
22. ALBERT: No dear...
23. ALICE: Spread them out...so they'll get some sunlight.
24. ALBERT: (LOUD) Yes, dear. (TO HIMSELF) Spread them out so they'll get more sunlight. There aren't any moths in 'em anyhow. Haven't seen a single one fly out. (PAUSE) Now...that ought to do it. But just you wait, she's going to call out... "Albert, dear, I wish you'd beat the dust out of those rugs... just a little."
25. ALICE: (CALLING FROM HOUSE) Albert, dear, I wish you'd beat the dust out of those rugs...just a little."
26. ALBERT: (TO HIMSELF) How did I know? It happens every spring. (CALLING) Yes, dear.
27. SOUND: BEATING
28. ALBERT: (WITH BEATS) Why it always falls to the....man....of the house to beat rugs...is more than I can see... This whole business is too...silly...anyhow. And hanging these things out on the line! Moths must like fresh...air...just like anybody... It's mothballs...they don't like anyhow...

[illegible]

29. ALICE: (CALLING) Not so hard, dear. Those rugs are falling to pieces as it is.
30. ALBERT: (LAYING DOWN BEATER) Alice?
31. ALICE: Yes, Albert?
32. ALBERT: Haven't these things had enough sun?
33. ALICE: Why no...they have to stay out all afternoon...
34. ALBERT: But why, Alice? Why is fresh air so deadly to moths?
35. ALICE: I don't know.
36. ALBERT: Then why do we have to....
37. ALICE: Mother always did it...
38. ALBERT: But Alice! (WEAKLY) Oh, I see...
39. ALICE: Now hurry in, dear. I have a lot for you to do.
40. ALBERT: Oh yes. Of course I'm coming...(FADING)...coming right away...
41. FREYMAN: See, Johnny? That's Chapter One of how the Jones family prepares to store their woolen clothes and things, for summer.
42. JOHN: But...isn't that right, Mrs. Freyman...to hang things out in the fresh air before you store them?
43. FREYMAN: It certainly is right, Johnny. But you see, the Jones' didn't know why they were airing their woolens. The reason is that (they're the tiny caterpillar stage of the moth) moth larvae/can't stand bright sunlight and heat. They drop right off your clothes.
44. JOHN: And the moth larvae...they're the ones that do all the damage?
45. JOHN: But the moths that are flying around...they lay the eggs, don't they?
46. FREYMAN: Yes, so you have to get rid of them too.
And then, Johnny...it's important to brush your woolen things very thoroughly, before you store them. And of course they should be cleaned.

... ..

... ..

Yes, about

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

47. JOHN: Dry cleaned?
48. FREYMAN: Most wool clothing should be dry cleaned. But many knot garments, and flannels, and challies, wash very well.
49. JOHN: Any special way that should be done?
50. FREYMAN: Of course. You must use only tepid water...and very mild soap. And you mustn't rub knit things, or woollens. And for goodness sake, never use chlorine bleaches on wool things.
51. JOHN: I...I hadn't planned to.
52. FREYMAN: Well, see that you don't, Johnny! And here's something else... that's bad for wool.
53. JOHN: What would that be?
54. FREYMAN: Maybe we should drop in on the Jones' again...a couple of days later...to get the answer to that one...
55. SOUND: DOORBELL RINGING AND FRANTIC KNOCKING
56. ALICE: (AS SHE HURRIES TO DOOR) Be patient, Albert. I'm coming. What's the hurry anyhow?
57. SOUND: DOOR OPENS AND CLOSES BEHIND
58. ALBERT: What's the hurry? I'm soaking wet, that's what. Soaking wet.
59. ALICE: Oh, poor dear. Oh, look at you, Albert.
60. ALBERT: It caught me unawares... Sudden downpour... Started about two blocks from home. Look at my suit! That nice new press I got is all gone...my trousers are bagging at the knees and ...
61. ALICE: Now don't you worry, Albert. We'll have that suit dried out in a jiffy. You run upstairs and get into your bathrobe...and give me the suit.
62. ALBERT: Very well, dear.
63. ALICE: The radiators are so hot...I'll just put the coat on this radiator...and the trousers on that one...and I'll just bet that suit will be dry and nice by supertime.

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

1944

64. ALBERT: Alice, you think of everything! (GOING OFF) I just don't know what I'd ever do without you, Alice! (ETC. FADE OUT)
65. JOHN: Well, Mrs. Freyman...what was wrong with that picture?
66. FREYMAN: As if you didn't know.
67. JOHN: Do I?
68. FREYMAN: Certainly...one of the worst things you can do to woollens... is expose them to sudden temperature changes...extremes of hot or cold?
69. JOHN: What happens?
70. FREYMAN: Well, this shock treatment will shrink the wool...and make it stiff.
71. JOHN: So...probably when Mrs. Jones takes Albert's suit off the radiator...it may very well look radiator-shaped?
72. FREYMAN: It may very well, Johnny...
73. JOHN: Too bad.
74. FREYMAN: Yes...and particularly too bad...since men's suits are so hard to get right now. And you just can't afford to be careless in the way you treat yours.
75. JOHN: What should Mrs. Jones have done, then?
76. FREYMAN: She should hand up the suit where it isn't too hot, and let it dry out slowly. And then press it, of course.
77. JOHN: I see. And Mr. Jones should have worn a raincoat...to protect his suit.
78. FREYMAN: Exactly!
79. JOHN: /.....What else have we to tell our CONSUMER TIME listeners... about caring for wool things?
80. FREYMAN: We haven't quite finished our story about storing away woollens for the summer, Johnny...
81. JOHN: No! Did the Jones' ever finish their job of storing?
82. FREYMAN: Did they? I wonder....

1940-1941

1941-1942

1942-1943

1943-1944

1944-1945

1945-1946

1946-1947

1947-1948

1948-1949

1949-1950

1950-1951

1951-1952

1952-1953

1953-1954

1954-1955

1955-1956

1956-1957

1957-1958

1958-1959

1959-1960

1960-1961

1961-1962

1962-1963

1963-1964

1964-1965

1965-1966

1966-1967

1967-1968

1968-1969

1969-1970

1970-1971

1971-1972

83. ALBERT: Oh Alice?
84. ALICE: Yes, Albert.
85. ALBERT: Whatever happened to all these clothes and blankets we hung out on the line the other day?
86. ALICE: Oh...them?
87. ALBERT: Yes...I usually have to haul them up in the attic every Spring ...and stuff them in red paper bags.
88. ALICE: (BORED) Yes, Albert...I know...
89. ALBERT: Well, the only reason I was...bringing it up...was because I've sort of had it hanging over my head that I had to do it this Saturday...and I wanted....
90. ALICE: You wanted what?
91. ALBERT: Well, I wanted to know...because I thought, if not, I might go over to the golf course for a few...
92. ALICE: Oh...the golf course. Is that so! Well, let me tell you, Albert Jones...
93. ALBERT: (HURRIEDLY) You don't mean to say dear, that all by your little self you got those clothes up in that great big attic...
94. ALICE: No.
95. ALBERT: It isn't done yet?
96. ALICE: I haven't had time, that's all. I just put them back in the closet and forgot about them. But thanks for reminding me, Albert...and we'll get those things stored away in mothballs for sure...this Saturday afternoon.
97. ALBERT: (GROANING) This Saturday afternoon...yes, I knew it...I thought so! (FADING OUT) Always the way it is...every single Saturday....ETC.

1922

101

100

1875

15

10

(continued)

98. JOHN: Well, Mrs. Freyman. At least the Joneses are going to get those clothes and blankets stored away...and mothproofed. I think that's fine.

99. FREYMAN: But don't you know what they did wrong, Johnny?

100. JOHN: No...

101. FREYMAN: Mrs. Jones took the clothes off the line, out of the sun and air, and put them back in her closet for several days.

102. JOHN: Yes I know...but...

103. FREYMAN: Well, she might just as well not have hung them out at all! Unless she rushed those wool things into insect-tight storage immediately after taking them off the line, Albert's time was just wasted that day...

104. JOHN: Because more moths would fly right back in?

105. FREYMAN: Of course.

106. JOHN: Well, I guess the Joneses clothes will be ruined, then.

107. FREYMAN: They're likely to be. But they can still be saved, with the proper care.

108. JOHN: Shall we go into that briefly, Mrs. Freyman?

109. FREYMAN: Very well...remember first...that "mothproof" containers... aren't enough...to do away with moths.

110. JOHN: They just keep 'em from getting in...isn't that it?

111. FREYMAN: Yes they do...but if the little moth larvae are already inside...you're out of luck.

112. JOHN: That's why you have to be sure the clothes are clean before you store 'em.

113. FREYMAN: Yes, and if you want to be really sure...then you should use a spray (or flakes) of naphthalene, or paradichlorobenzene, or moth balls...

114. JOHN: Does everybody know how to put things away with mothballs, and that para-da-something-benzene, Mrs. Freyman?

1942

[illegible]

1900

• Prüfung : 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

1000 1000 1000 1000

...

...and the *Journal of the American Medical Association* has been the most influential of the medical journals in the United States.

1939

1. *Pharmaceuticals* (1997) 10, 103-110.

1900

1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718

• • • • •

1890

10

•

!

1980

•

115. FREYMAN: Why I think so. If you're using the flakes or mothballs, you need about a pound for a small chest, or three pounds for an average closet.
116. JOHN: Just sling 'em in any old way?
117. FREYMAN: You should distribute them through the clothes. And in closets you should put the moth-proofing up high, because the gas which is given off is heavy, and it moves downward.
118. JOHN: Very good advice, Mrs. Freyman.
119. FREYMAN: Now Johnny...We've been talking mostly about wool clothes.
120. JOHN: Did we leave out something?
121. FREYMAN: Blankets...and wool drapes...upholstered furniture, for instance...and rugs.
122. JOHN: They should be cared for too...
123. FREYMAN: By all means.
124. JOHN: All summer.
125. FREYMAN: Certainly.
126. JOHN: Well, how, for instance?
127. FREYMAN: Be sure to brush your upholstery often...in case there might be little moth eggs hidden around. And remember...just putting on summer furniture covers isn't enough.
128. JOHN: It isn't?
129. FREYMAN: No...not if the upholstery has wool in it. You'd better look at it every now and then, to be sure it's all right.
130. JOHN: I see.
131. FREYMAN: Then about blankets.
132. JOHN: Yes...
133. FREYMAN: If they're beginning to show the strain of being yanked and pulled...why not lengthen them, with a strip of cloth at the bottom?

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

100

134. JOHN: That would make them last longer?
135. FREYMAN: Yes. You wouldn't have to stretch them so far. And blankets are hard to get.
136. JOHN: Like a lot of other things...
137. FREYMAN: How is the Jones family doing...with so many wool things hard to get?
138. JOHN: Let's find out....
139. ALICE: (SO EXCITED) Albert, just look!
140. ALBERT: At what, pet?
141. ALICE: My new blankets!
142. ALBERT: More new blankets?
143. ALICE: What do you mean more. You act as though I buy them every day.
144. ALBERT: Seems that every Friday you go shopping, and you come home with new blankets.
145. ALICE: Well...they are hard to get...and I do grab them up wherever I find them.
146. ALBERT: Those blue ones last week.
147. ALICE: Yes...but I didn't like the color...not with this room. So I got pink ones today.
148. ALBERT: Ah...uh, just a little bitsy extravagant...but...
149. ALICE: Extravagant! How dare you! When you...every time you see one of those awful checkered sport coats...you buy it.
150. ALBERT: I...don't often see sport coats, my dear...
151. ALICE: But when you do...you buy one. And half the time you don't like it when you get it home.
152. ALBERT: Like those four plaid wool skirts you got. And each one was either too big or too small, or too bright, or too...

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
CHICAGO, ILLINOIS 60637

1960. 10. 10
1960. 10. 10

1960. 10. 10
1960. 10. 10

1960. 10. 10
1960. 10. 10

1960. 10. 10
1960. 10. 10

1960. 10. 10

1960. 10. 10

1960. 10. 10

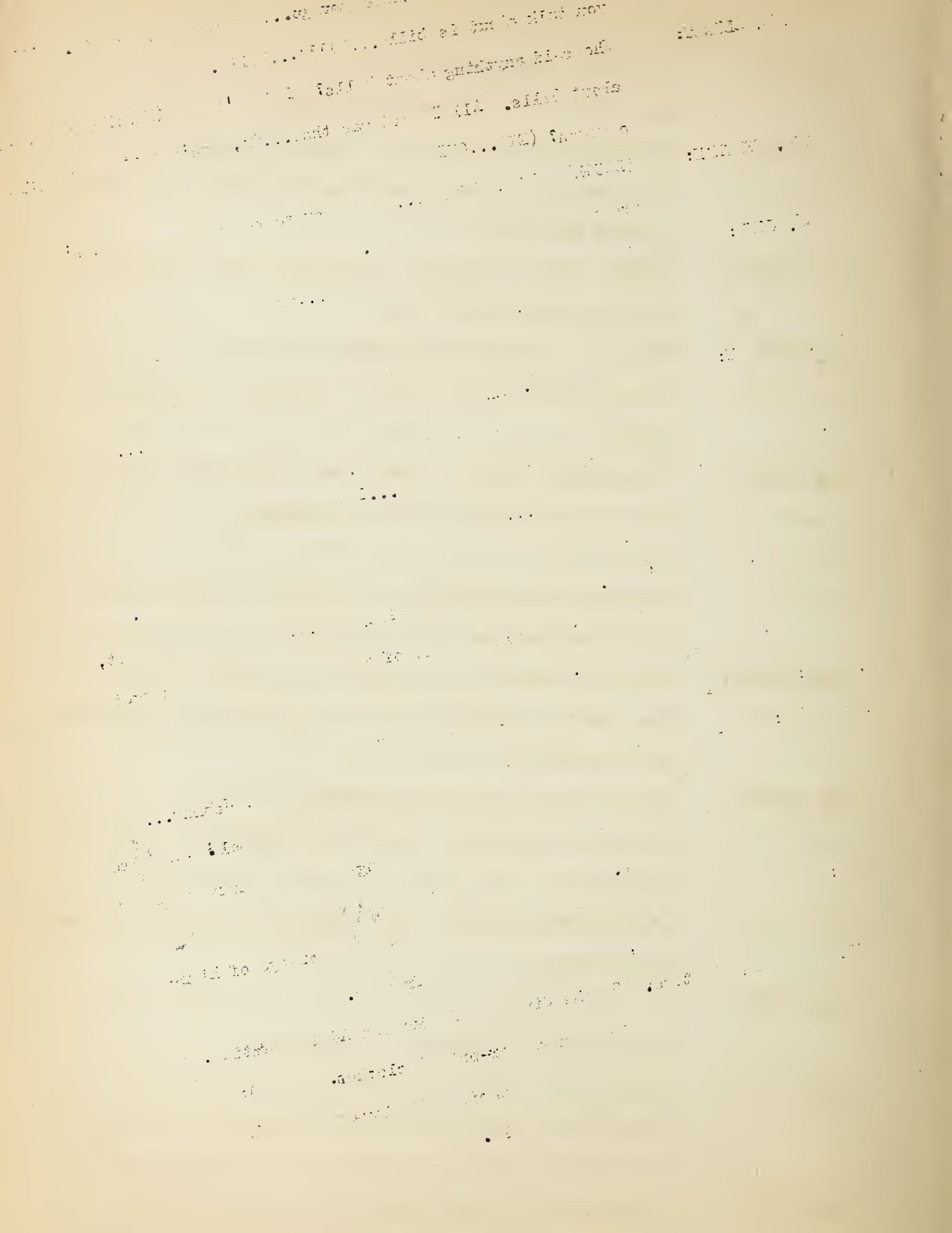
1960. 10. 10

1960. 10. 10

1960. 10. 10

1960. 10. 10

153. ALICE: (IN TEARS) Ohhh...there you go...picking on me again. All you talk about is bills...bills...bills.
154. ALBERT: Who said anything about bills? I didn't say (FADING) anything about bills. All I said was that...Oh, isn't that just like a woman? (ETC...OUT)
155. FREYMAN: (LAUGH) Well, Johnny...it's easy to see where the Jones' are off the track this time.
156. JOHN: Sure, with wool things so scarce...and so many veterans needing new suits...we should make it a point to buy only what we need...
157. FREYMAN: Right, Johnny! And you save yourself money that way...as well as help out the wool supply situation.
158. JOHN: And speaking of saving money...I think we should mention how important it is...not to pay more than you should for wool things, or more than what you think the value should be.
159. FREYMAN: That's so. People who are thrifty now...will be glad of it, when there are finally plenty of wool fabrics on the market for everybody.
160. JOHN: And when will that be, Mrs. Freyman?
161. FREYMAN: Now that, as you know, is hard to say right now, Johnny... but we can say that there's no shortage of raw wool! And also reconversion of fabric mills is making available more stocks of wool fabrics.
162. JOHN: Now, there doesn't seem to be such a bad shortage of high-priced suits, for instance, Mrs. Freyman.
163. FREYMAN: That's true. So the Civilian Production Administration, to help make available more low-priced clothes, has allotted more fabric to manufacturers who make low-priced things.
164. JOHN: I see...well that should help.



165. FREYMAN: Also, CPA has ordered that no manufacturer keep more than a 30-day supply of men's or boys' suits in stock.
166. JOHN: These measures sound good...but I guess that it will still be a good long while before we can buy all we want.
167. FREYMAN: It looks that way, Johnny. But there are a few things consumer can do to help the situation....
168. JOHN: First...buy only what you need...
169. FREYMAN: And make over those old woolen things, which are probably better quality than many clothes you can buy right now.
170. JOHN: Yes...and take very good care of the wool clothes you have now.
171. FREYMAN: By taking a tip from the Jones family...and what they didn't do...
172. JOHN: Clean and store your clothes carefully for summer...hang them out in the sun, and store them away as soon as you take them in.
173. FREYMAN: And don't let your suit get wet...the way Albert Jones did.
174. JOHN: And don't dry your wool things over a hot stove or radiator...the way Mrs. Albert Jones did...
175. FREYMAN: In other words...be thrifty...and take good care of the clothes you have now...particularly during this summer, when the moths take over.
176. JOHN: And that concludes our story today...on watching your woolens! What's for next week, Mrs. Freyman?
177. FREYMAN:

and
the
the

6

[illegible]

... ..

[illegible]

Journal of Management Studies, 1986, 23(1), 7-10.

100

100

10

• • • • •

100

• • • • •

•

•

1. 1990

Journal of Management Education 30(6)

• • •

• • •

1. *Phragmites australis* (Cav.) Trin. ex Steud.

1925

[illegible]

1990

11

3

178. JOHN: So be with us next week...for another edition of...

179. SOUND: CASH REGISTER.

180. ANNCR: CONSUMER TIME!

181. SOUND: CASH REGISTER...CLOSE DRAWER

182. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.

